

Application No. 09/264,432  
Amendment "I" dated January 28, 2005  
Reply to Office Action mailed December 2, 2004

### **AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. - 3. (Cancelled)

4. (Previously Presented) A method as defined in claim 44, wherein the act of inserting data representing the selected advertisement is conducted at the client system.

5. (Previously Presented) A method as defined in claim 4, further comprising, before the act of selecting an advertisement, an act of receiving a plurality of advertisements at the client system.

6. (Cancelled)

7. (Previously Presented) A method as defined in claim 44, wherein the information document is an HTML document.

8. (Previously Presented) A method as defined in claim 44, wherein the act of compiling the profile includes an act of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

9. - 13. (Cancelled)

14. (Previously Presented) A method as defined in claim 44, wherein the information document includes news.

15. (Previously Presented) A method as defined in claim 44, wherein the information document includes reference information relating to the content of the television programming.

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16. – 18. (Cancelled)

19. (Previously Presented) A method as defined in claim 44, wherein the act of requesting an information document is conducted without direct user assistance.

20. – 32. (Cancelled)

33. (Previously Presented) A method as recited in claim 44, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television programming.

34. (Previously Presented) A computer program product for use in an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, the computer program product comprising:

one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 44.

35. (Previously Presented) A computer program product as defined in claim 34, wherein the act of inserting data representing the selected advertisement is conducted at the client system.

36. (Previously Presented) A computer program product as defined in claim 34, further comprising, before the act of selecting an advertisement, an act of receiving a plurality of advertisements at the client system.

37. (Previously Presented) A computer program product as defined in claim 34, wherein the information document is an HTML document.

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38. (Previously Presented) A computer program product as defined in claim 34, wherein the act of compiling the profile includes an act of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

39. (Previously Presented) A computer program product as defined in claim 34, wherein the information document includes news.

40. (Previously Presented) A computer program product as defined in claim 34, wherein the information document includes reference information relating to the content of the television programming.

41. (Previously Presented) A computer program product as defined in claim 34, wherein the act of requesting an information document is conducted without direct user assistance.

42. (Previously Presented) A computer program product as recited in claim 34, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television programming.

43. (Cancelled)

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44. (Previously Presented) In an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

compiling a profile of the user of the information retrieval system at the client system, the profile including information corresponding to television programming viewed by the user;

requesting, by the client system, an information document from the server computer;

the client system selecting an advertisement from an advertisement repository for insertion into the information document based on the user profile, wherein the profile includes information related to only a most recently viewed television program, such that television programming viewed less recently than the most recently viewed television programming is not included in the profile for use in selecting the advertisement;

inserting data representing the selected advertisement into the information document; and

displaying the information document, including the selected advertisement, on the display device.

45. (Cancelled)

46. (Previously Presented) A method as recited in claim 44, wherein the selected advertisement replaces a preexisting advertisement included with the information document.

47. (Previously Presented) A method as recited in claim 44, wherein the selected advertisement is selected prior to requesting the information document.

48. (Cancelled)

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49. (Previously Presented) In an information retrieval system including a remote server, an ISP, and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

the remote server receiving a request from the client system for an information document from the remote server;

the remote server accessing a profile of a user from the client system, the profile including information associated with television programming viewed by the user;

the remote server selecting an advertisement from an advertisement repository for insertion into the information document based on the user profile, wherein the profile includes information related to only a most recently viewed television program, such that television programming viewed less recently than the most recently viewed television programming is not included in the profile for use in selecting the advertisement;

inserting data representing the selected advertisement into the information document; and

transmitting the information document to the client system.

50. (Previously Presented) A method as recited in claim 49, wherein communications between the remote server and the client system pass through an ISP.

51. (Previously Presented) A method as recited in claim 49, wherein the client system displays the information document, including the selected advertisement, on the display device of the client system.

52. (Previously Presented) A method as recited in claim 49, wherein the selected advertisement replaces a preexisting advertisement included with the information document.

53. (Previously Presented) A computer program product having one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 49.

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54. (Previously Presented) In an information retrieval system including a remote server, an ISP, and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

- the ISP receiving a request from the client system for an information document from the remote server;
- the ISP obtaining the information document from the remote server;
- the ISP accessing a profile of a user from the client system, the profile including information associated with television programming viewed by the user;
- the ISP selecting an advertisement from an advertisement repository for insertion into the information document based on the user profile, wherein the profile includes information related to only a most recently viewed television program, such that television programming viewed less recently than the most recently viewed television programming is not included in the profile for use in selecting the advertisement;
- the ISP inserting data representing the selected advertisement into the information document; and
- the ISP transmitting the information document to the client system.

55. (Previously Presented) A method as recited in claim 54, the ISP accesses and stores the profile prior to receiving the request for the information document.

56. (Previously Presented) A method as recited in claim 54, wherein the client system displays the information document, including the selected advertisement, on the display device of the client system.

57. (Previously Presented) A method as recited in claim 54, wherein the selected advertisement replaces a preexisting advertisement included with the information document.

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58. (Previously Presented) A computer program product having one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 54.

59. (Previously Presented) A method as recited in claim 54, wherein the advertisement is selected by the ISP, based on the user profile, prior to receiving the request for the information document.

60. (Currently Amended) A method as recited in claim 54, wherein user profile information is received by the ISP each time the client requests an information document, ~~such that the user profile is updated prior to each request for an information document.~~

61. (Currently Amended) A method as recited in claim 54, wherein user profile information is received by the ISP each time the client begins a new Internet session that is served by the ISP, ~~such that the user profile is updated prior to each new Internet session between the client and the ISP.~~

62. (Currently Amended) A method as recited in claim 54, wherein user profile information is received by the ISP on a daily basis, ~~such that the user profile is updated prior to each new Internet session begun by the client with the ISP.~~

63. (Previously Presented) A method as recited in claim 44, wherein the user profile is updated each time the client views a television program.

64. (Previously Presented) A method as recited in claim 49, wherein the user profile is updated each time the client views a television program.

65. (Previously Presented) A method as recited in claim 54, wherein the user profile is updated each time the client views a television program.

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66. (Previously Presented) A method as recited in claim 44, wherein the user profile is categorized according to topics of television programming.

67. (Previously Presented) A method as recited in claim 49, wherein the user profile is categorized according to topics of television programming.

68. (Previously Presented) A method as recited in claim 54, wherein the user profile is categorized according to topics of television programming.

69. (Previously Presented) A method as recited in claim 44, wherein information relating to the user profile is only retained in the user profile for only a set period of time.

70. (Previously Presented) A method as recited in claim 49, wherein information relating to the user profile is only retained in the user profile for only a set period of time.

71. (Previously Presented) A method as recited in claim 54, wherein information relating to the user profile is only retained in the user profile for only a set period of time.